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APRIL, 1928

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*An old ideal is realized  
in a new way—perfect  
fresh fruit flavors in  
Cream Centers and Bon  
Bons at all seasons.*



\*APRICOT  
RASPBERRY  
STRAWBERRY  
LOGANBERRY  
WILD CHERRY  
PINEAPPLE  
CHERRY  
PEACH  
GRAPE

*\*Just added*

*"... the only true fruit flavor I have ever used  
with perfect success in handrolled Creams."*

This represents the recent comment of a well known  
candy expert with reference to our—

**FRITZBRO TRUE FRUIT  
FLAVORS  
NEW PROCESS**

They possess the full fresh flavor of the fruit with-  
out its attendant disadvantages and are always  
available the whole year round.

Which samples may we send you?

**FRITZSCHE BROTHERS, Inc.**

CHICAGO      NEW YORK      TORONTO  
118 West Ohio St.    78-84 Beekman St.    93-95 Church St.



# INDEX TO

## The Manufacturing Confectioner's Approved Advertising of Confectioners' Machinery and Supplies

### and Miscellaneous Advertising Directed to Manufacturing Confectioners

**POLICY:** THE MANUFACTURING CONFECTIONER is essentially a manufacturers' publication and therefore is a logical advertising medium only for confectioners' supplies and equipment. The advertising pages of THE MANUFACTURING CONFECTIONER are open only for messages regarding reputable products or propositions of which the manufacturers of confectionery and chocolate are logical buyers.

This policy **EXCLUDES** advertising directed to the distributors of confectionery, the soda fountain and ice cream trade. The advertisements in THE MANUFACTURING CONFECTIONER are presented herewith with our recommendation. The machinery equipment and supplies advertised in this magazine, to the best of our knowledge, possess merit worthy of your careful consideration.

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## Ozone Vanillin

**T**HE question of whether or not to use Vanillin was decided long ago. Few indeed are the confectioners today who are not purchasers of Vanillin in direct proportion to their production. Its uniformity and relative economy as compared with vanilla beans have won for it universal acceptance.

The only question now is whether to buy merely Vanillin or to specify OZONE VANILLIN and this, too, comes nearer to a decision every year with more and more buyers appreciating the advantages of eliminating all uncertainty by confining their requisitions to a brand of unquestioned dependability. To those who are still unfamiliar with its merits we suggest the desirability of a closer acquaintance with OZONE VANILLIN.

*Stocks Carried at Chicago Branch*

**UNGERER & CO.**  
**NEW YORK**



# First Producers of Certified Colors

ATLAS CERTIFIED COLORS — scientifically prepared to meet the needs of the highest type of confectioners and for every purpose in the confectionery industry — particularly for plastic and clear hard candy work.

Uniformity

Strength



Purity

Solubility

## Food Color Headquarters for Fifty Years

**F**IFTY YEARS AGO WE PRODUCED THE FIRST HARMLESS FOOD COLORS used in the United States

(after long study by experts of their physiological effects—the first and only work of this kind ever undertaken on coal-tar colors), and after establishing their harmlessness for food, every batch was tested before being distributed. This was 30 years before certified colors came into use, of which we were the FIRST PRODUCERS. We have never yet failed to prove any official wrong who claimed to find objectionable colors in our customer's goods. No manufacturer ever suffered through the use of them. We were largely instrumental in halting opposition of important officials when the present Food and Drug Act was before Congress, who would have forbidden all food coloring if they could.

### CONFIDENCE

The Progressive Manufacturer can only establish a quality product by using the best material; there are no ingredients in which confidence in the producer is so absolutely necessary or important as in Colors and Flavors. Our 75 years of business experience is a guarantee of quality products, and a sound basis for your confidence.

### COLORS FOR PLASTIC WORK

Atlas Cert. New Rose

" " Marseline Orange

" " C. D. M. Green

" " Mauvine

" " 514 Brown

and many others, which will produce those beautiful and delicate shades of nature.

### GENUINE FRUIT EXTRACTS

Our Genuine Fruit Extracts are not only so-called, but the product of the actual fruit whose name they bear.

The production processes are by special apparatus and methods which retain and preserve all the finest and most delicate esters and aromas of the finest selected fully ripe fruit picked where the most luscious of its kind is grown.

We shall be glad to have an order for pint samples and suggest our wonderful Genuine Fruit Strawberry and Raspberry Extracts.

## H. KOHNSTAMM & CO., Inc.

Established 1851

11-13 East Illinois Street  
CHICAGO

Factory:  
537-555 Columbia St., Brooklyn, N. Y.

83-93 Park Place  
NEW YORK, N. Y.



## Editorial

ROBERT RANDOLPH, Editor

### A Far-Reaching Survey of Our Most Important Raw Material-- Sugar

IT IS not only with great personal satisfaction, but with a sense of deep obligation to the unselfish scientist-friends who have made possible this great contribution to the literature of the candy industry, that we announce the completion of "A Survey of Competitive Confectionery Sugars," to be published in the May issue of THE MANUFACTURING CONFECTIONER. This is a logical sequel to the "Survey of Competitive Corn Syrups," which appeared in these pages last August.

Something of the national character and scope of this undertaking may be gained from the simple statement that the completed survey will be based upon the results of over 1,200 distinct scientific and practical tests. All possible precautions have been taken to insure fairness and impartiality in the report. Samples were gathered from all parts of the country in sealed Mason jars. Cane, beet, plantation refined—the report includes all varieties of sugar used in the manufacture of American candy.

Four months with the collaboration of a staff of trained sugar chemists were required to prepare, digest and interpret this great mass of scientific data. It puts sugar in a highly interesting and competitive light and answers the time-honored paradox, "when is sugar sugar?"

### Our Newest Group Competitor-- The Nut Store

MANY new factors are at play in our nut markets and it is no longer possible to judge values or trends by the yardstick of former years. Of these, the most notable is the nut store—a development of the last two or three years which has already assumed prodigious proportions. Scarcely a week goes by without some brand new "chain" which the importers never heard of before, writing in to ask for postings on the nutmeat market. In six months or a year's time, the more suc-

cessful of them are reported to be carload buyers, crowding into insignificance, almost, buyers who through long years of association have come to regard the nut markets as their peculiar province.

No longer are the nut markets dependent upon our buying support to the same extent that they were three years ago. The tables have turned and we will have to watch our seasons and check up on our buying habits more closely than ever before.

The nut store has thus become our competitor in a dual sense. It not only competes with us for our share of the consumer's dollar but threatens to wrest from us what control we possessed over our sources of nutmeat supply.

### Science—Half-Baked, and in the Raw

THERE has been a noticeable tendency on the part of certain otherwise enlightened members of the candy industry to congratulate themselves upon the fact that they have rid their plants of the traditional "cobwebs"—the factory superstitions and rabbit-foot practices which have blocked the ingress of science for over fifty years.

Perhaps the greater obstacles in the way of an industry-wide acceptance of scientific principles have already been overcome, and the reign of Hokus Pokus gone forever. But we doubt it.

Someone wisely remarked "A little knowledge is a dangerous thing." If the Rule of Thumb has indeed passed, it has left in its wake an even sorrier spectacle. We refer to the awakening manufacturer who has been definitely and hopelessly "sold" on the new order of things—without quite knowing what it is all about—whose faith in the miraculous has not been the least bit dimmed by the matter-of-fact explanations of aviation, televox or radio television, but rather transferred to this new and supposedly omnipotent prop—modern science.

What wonder, then, that some of us should fall prey to the impressive, mystery-creating, pseudo-scientists, half-baked

## EDITORIAL

"engineers" of Lord knows what, and the host of otherwise classified capitalizers of half-truths? Fake diploma mills and ill-considered "references" have done their bit to add to the "dignity" of this nefarious profession. Where is the confectionery manufacturer who has not been beseiged for retainers or service fees by one or more of these smooth speaking industrial fakers?

The latest instance which has come to our attention is that of a candy expert (?) who visited a manufacturer who was having trouble with marshmallow going yellow, took a vial from his pocket, poured a small quantity of *sulphuric acid* in the batch, and then said with the air of a master magician: "*Now pay me \$500.00 and I will tell you what I have done!*"

The scientist without bonafide credentials is no more entitled to our confidence than the revenue inspector or the gas-collector without a badge. Yet to us, the amazing thing about the whole business is not the fact that these parasites are able to subsist on our feeling of helplessness on matters pertaining to science, but the absolute ease with which all manner of scientific hokum may acquire the outward semblances of authoritativeness by being accorded the dignity of publication by otherwise respectable members of the trade press. Listen to this one, culled from a neighbor's columns during the the last few weeks:

"But to go back to the subject of 'bloom.' . . . The cocoa bean is, roughly speaking, composed of two elements; cocoa butter and fibre, and no matter what kind of coating you may use it will contain quite a proportion of this fibrous material. . . . As the bean is ground, in order to liquify it, you can vision this fibre as a sort of sawdust and then sum up all you know about the affinity of sawdust for moisture and you have the cause for bloom."

(Here comes the prize!)

"Bloom is simply a fungus growth on the fiber, planted there and propagated by moisture entering this fibrous material and lying dormant until subjected to higher temperatures which causes fermentation and decay, resulting in a mold growth similar to the fungus one sees growing on the rotten logs in the woods."

It is unfortunate that a business publication would be so irresponsible as to permit the publishing of such rot.

There is plenty of room for pure chemistry in the candy industry. There is no

room for hokum. The crystalline structure of both butter bloom and sugar bloom may be readily identified by any layman with the aid of an ordinary microscope. Had the author of this piece of misinformation taken the trouble to follow the series on graying which has been running in *THE MANUFACTURING CONFECTIONER* for the past couple of months, he might have been spared much painful exposure and no little embarrassment.

### Who Does the Insuring?--You or the Boxmaker?

A common practice among candy manufacturers and others using large quantities of specially made boxes is to furnish the boxmaker with printed wrappers, silks and other materials used in making the boxes.

In instances of this kind it is necessary for the person who owns and furnishes the materials to cover them with insurance.

We know of one case where a manufacturer was forced to take a considerable loss when his boxmaker's plant was destroyed by fire. He was of the opinion that his materials had been insured by the boxmaker, but of course the boxmaker was in the position of a storage warehouse and could not insure property which did not belong to him.

### Aspiration

(Bringing the moth metaphor up-to-date for the candy industry.)

(*Apologies to the Lantern, New York Tribune*)

Fame is a box of nutmeats  
Locked in a cool, dark room,  
Surrounded by light traps,  
Snares and insecticides,  
Guarded,  
Well-nigh unattainable . . .  
But there is nothing  
Within or without that can  
Frustrate me . . .  
I am the moth,  
Aspiring, wanton,  
Careless of life in this one enterprise.  
My very nature, reasonless, commands

I shall suffocate with fumes;  
I shall be squashed dustless by a flailing newspaper;  
I shall die.  
But I shall strive upward until  
I reach that box of nutmeats.





## Eliminating the Hazards from the Handroll Course

BY SHERMAN WOODROW

**P**ROBABLY no movement in the candy industry during the past year has been of such a revolutionary character, and at the same time shown such a marked improvement both in quality and economy as the manufacture of the so-called "handrolled cream." This has been brought about by two major contributions to the science of candymaking—research into the chemical and physical structure of the fondant itself, and the development of a practical mechanical means of forming the centers.

The first requisite—of constructing a fondant of sufficiently high syrup density to prevent bursting fermentation—was stressed by Dr. H. S. Paine in the October 1927 issue of the *Manufacturing Confectioner*, as follows:

*"the difference in the susceptibility of hand-rolled and cast creams to fermentation lies primarily in the lower solids content of the syrup*

*in the hand-rolled creams and its lower resistance to fermentation. This is a corollary to the fact that hand-rolled creams are made from fondant which contains such a high proportion of sucrose as to make it difficult to render it sufficiently fluid to be cast in starch molds. It is therefore necessary to mold the individual pieces by hand or (during recent years) by a special type of molding machine."*

Elsewhere in the current number, Mr. James P. Booker, of Booker-process fame, describes the effects of various "doctors" on the syrup density of rolled centers.

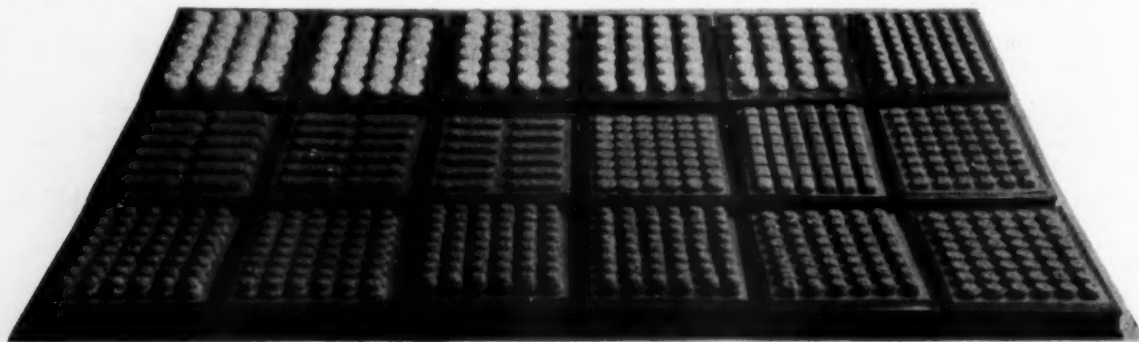
### The Modern Definition of "Hand-Rolled"

The recent introduction of suitable machinery for doing away with the manual operation of hand-rolling has raised the question of what is meant by "handrolls." Quite obviously, the machine-made center is neither made by hand, nor rolled. Yet it is unquestionably a very supe-

rior center with all of the desirable characteristics of the genuine hand-roll.

Modern sanitary practice condemns the unnecessary handling of a food product by human hands. What the sanitary codes disparage, ordinary common sense forbids. Bacterial contamination carries its own heavy penalties of blown centers, leakers, etc. Consequently, "hands" have no place in "handrolls." The "rolling" in "handrolling" has likewise been criticized on the ground that excessive agitation tends to break down the fondant, causing it to become sticky and to settle. Using starch, flour, sugar or other dry material to overcome this condition during the rolling does not improve the quality of the cream any more than it would improve its quality to add this material in the beater. On the contrary, it not infrequently is responsible for fermentation, imperfect dipping and leakers.

So having eliminated both the



The modern plastic center machine turns out handroll centers of any shape, size, composition, 12 to 96 at a time, according to size of dies.



## ELIMINATING THE HAZARDS



hand and the roll from handrolls, we have in this term the most complete misnomer in the candymaker's vocabulary:

*A handroll center is one which is formed from a plastic mass of one-cook fondant as against a cream which has been remelted and cast in starch.*

The superior texture and soft-flowing quality of the properly ripened handrolled cream is generally conceded. But the cost to manufacture by the slow, laborious piece by piece method has prevented its adoption by the mechanically-minded wholesale manufacturer. He has been more or less obliged to content himself with the less expensive, though admittedly inferior product.

Of late the large retail manufacturers have been cutting deep inroads into the wholesale manufacturer's business and it is pointed out that a factor which contributes materially to the increasing popularity of their products is the distinctive character of their creams. Fine butter creams, Italian creams, fruited and nutted creams, largely dominate these home-made lines, and are, of course, *hand-rolled*. Whether it was that science lagged for a moment or that the apathy of

the wholesale manufacturer was momentarily too great to meet the challenge, that interval of inaction gave the retail confectioner a very real tactical advantage in the race for public favor!

### Enter Chemist and Engineer

IT HAS remained for the chemist and the equipment engineer to turn the tables once more. The former has perfected a fondant which will set up firm enough to be molded by machine and yet ripen under chocolate into a soft, semi-flowing hand-roll texture. The latter completed the job by constructing a machine capable of turning these centers out at the rate of 1,200 a minute.

Where the manual method required a crew of from thirty to fifty girls, two girls and one machine can keep up with all ordinary production demand. Dies may be made to form centers of any desired shape or size, as many as 96 being deposited at one time. The plastic center machine has at last made it possible for the wholesale manufacturer to produce an imitation handroll cream of even better quality; greater uniformity, and at substantially lower cost than its hand-made counterpart.

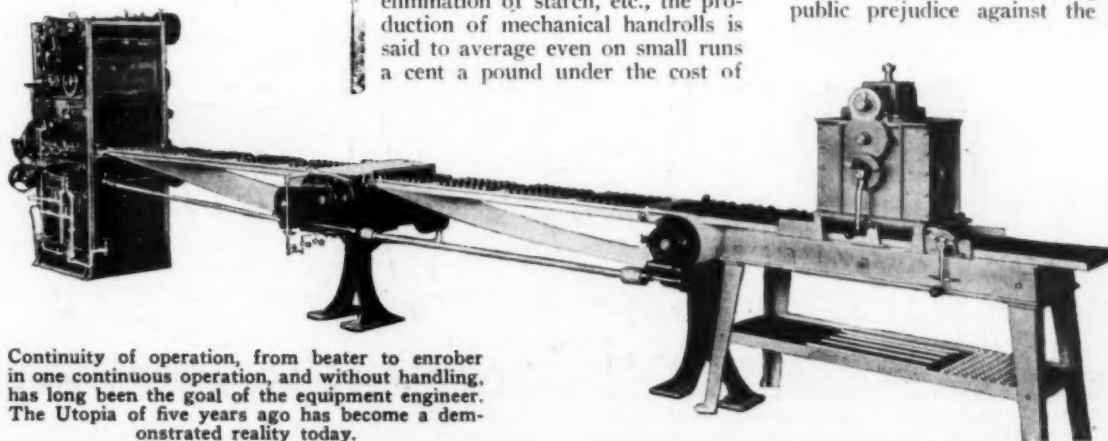
Not only is the cost of producing machine-made handrolls lower than handmade handrolls, but with the elimination of starch, etc., the production of mechanical handrolls is said to average even on small runs a cent a pound under the cost of

centers made by the most improved starch process.

The plastic center machine handles not only the creams ordinarily thought of as handroll creams, such as butter creams, Italian creams, etc., but also permits nuts, fruits, cocoanut or other material to be incorporated with the fondant. Whole nuts may also be enveloped in the fondant by a simple operation, and split centers made part of one substance and part of another. Plastic materials, such as almond paste, cocoanut paste, fruit paste and marmalade, are handled with equal efficiency.

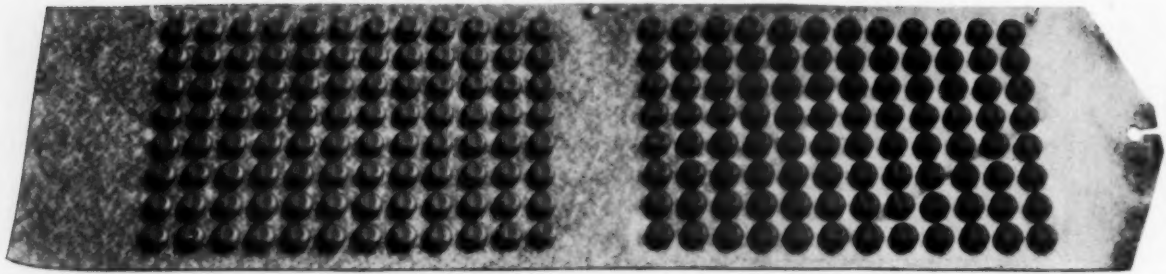
Not the least of the advantages of the mechanical process of hand-rolling is the opportunity to clean up the handroll department. Hand-rolling and hand-dipping go hand in hand as the two messiest operations in a candy factory. Both are needlessly unsanitary and not infrequently the source of subsequent fermentation and bursting troubles. The plastic center machine puts handroll center manufacture on an appetizing, "open - to - the - public" basis.

Most handrolled creams are at present dipped by hand. The manufacturer's reluctance to discard handdipping in favor of the enrober is probably due to an imaginary public prejudice against the ma-



Continuity of operation, from beater to enrober in one continuous operation, and without handling, has long been the goal of the equipment engineer. The Utopia of five years ago has become a demonstrated reality today.

## THE MANUFACTURING CONFECTIONER



Two deposits of the handroll machine and 192 centers are on the plaque ready for direct hookup with the feed belt of the coating machine.

chine-dipped article. If such a prejudice exists, and it is highly questionable whether the consumer can distinguish between hand and enrober-dipping, it is only because the manufacturer has educated him to expect 15 per cent of a coarse, characterless coating on the machine-dipped goods. But use a 35 per cent coating of the quality which that same manufacturer would feel he was obliged to use on a hand-dipped number, string it by hand, or better still, with the skewer, and even an experienced candy man must be pretty observant to detect the difference from hand-dipped.

### At the End of the Rainbow

Perhaps the most promising feature of the new handroll machine is

the fact that in conjunction with a plaque system on the delivery end of the enrober, it may be used in a direct hookup with the feed belt of any coating machine. True, recent developments have all tended toward shortened feed ends and lengthened cooling tunnels. Yet the fact that this hookup is being successfully employed in Boston today and is daily becoming more popular wherever it is used should convince the most skeptical that the direct handroll machine to enrober system is no longer the Utopian dream of an enthusiastic equipment manufacturer, but an accepted and practical means to attain a uniform quality product, a high rate of production, and save money.

The success of the method is due in no small measure to the development of "doctoring" agents such as invertase, handroll cream, etc., which enable the fondant to be cooked to a higher degree without losing moisture or the ability to soften to the required degree under chocolate. The use of these agents made possible the direct transfer of the centers to the feed belt of the coater without the usual formality of waiting for the centers to crust. The fondant must be *cool* when it is introduced into the plastic center machine and the machine installed in a warm dry room (not a hot room) to minimize the danger of sweating.

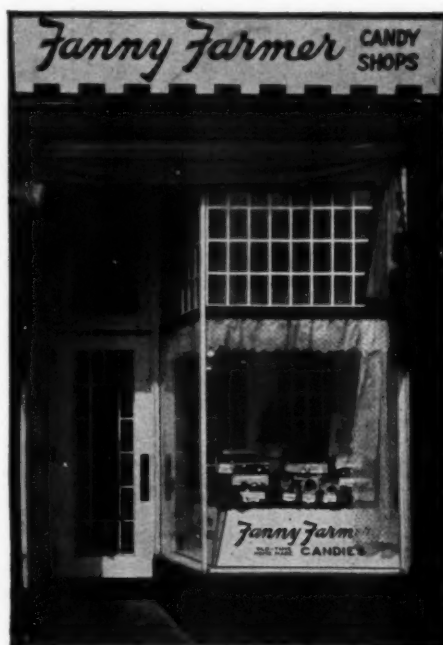
## Or to Put it Simply—



The Chemist: "The approach of the hydrogen ion concentration to alkalinity facilitates the transition of the disaccharide from a liquid to a solid phase, whereupon the adherence of accumulations of crystalline sucrose to the periphery exercises a seeding action, altering the structure of the solute."

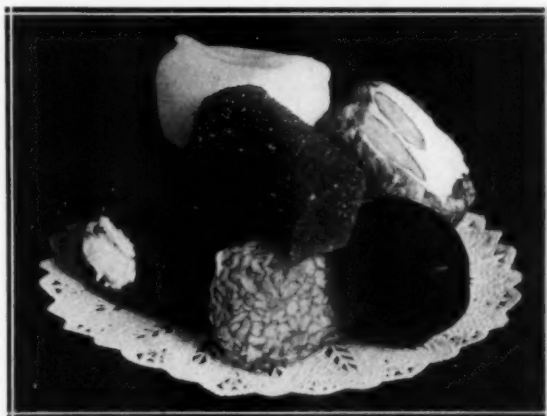


Mike (to his helper): "Aw—he means swab'er down so the batch don't grain!"



The homely simplicity of the chain home-made shop is at once dignified and inviting.

Big rich "gobs" of factory-made home-mades intrigue the palate and delight the eye.



**T**HERE is a moral for the wholesale candy manufacturer in the old story about the little woman who, when her husband died, set herself up in the candy business and proceeded to make good.

The hick from the country was walking down Broadway when he spied a cute little shop with white-trimmed windows and simple, yet temptingly arranged display of homemade candies, and, responding to the primitive urge, dropped in and bought half a pound of chocolates.

"That was 40 cents well spent," he thought as he emerged from the

claimed the credulous one. "Stung again! D—n these chains, anyway!"

Perhaps the little woman's name was Fanny, or Mary, or Martha, or something like that.

The name of a modest little woman, the simple and homely atmosphere of the small store, and the distinctly home-like character of the product had made the first sale and was destined to make many repeat sales to the visitor from Main Street.

The tremendous growth of the independent retailer and the smaller chains specializing in homemades has been the most notable development in candy merchandising during recent years. From the stand-

## Why Homemades?

*When the retail confectioner pre-empt's the wholesaler's markets, it is an indication that the country is "going homemade"*

WILLIAM A. SEABRIGHT

clean, homey atmosphere of the store, "and it sort of makes you feel good to see some woman able to make a go of it alongside of all these big chain stores."

Further on he came to another little store, similar in all respects to the one he had just visited. "The little woman must be making out very well," he said to himself. "That just shows what one lone individual can do with determination and energy."

Then came the third—and the fourth. "Blah!" ex-

point of human psychology, one must deduce that the public likes this little fiction—for is not our imitation of the product of the home the sincerest form of flattery?

Let the basis for this harmless deception be what it may, the wholesale manufacturer has been forced to recognize the potency of this new competition. The "sampler" type of package, broadened in variety and more and more taking on the aspect of a home-made package, is being intensively developed to meet the challenge. Natural ingredients such as honey, maple sugar, etc., long neglected by the large commercial manufacturers, are again finding their way into the formula books. Large coating manufacturers have just recently been observed to step in the market again for flavor cocoas.

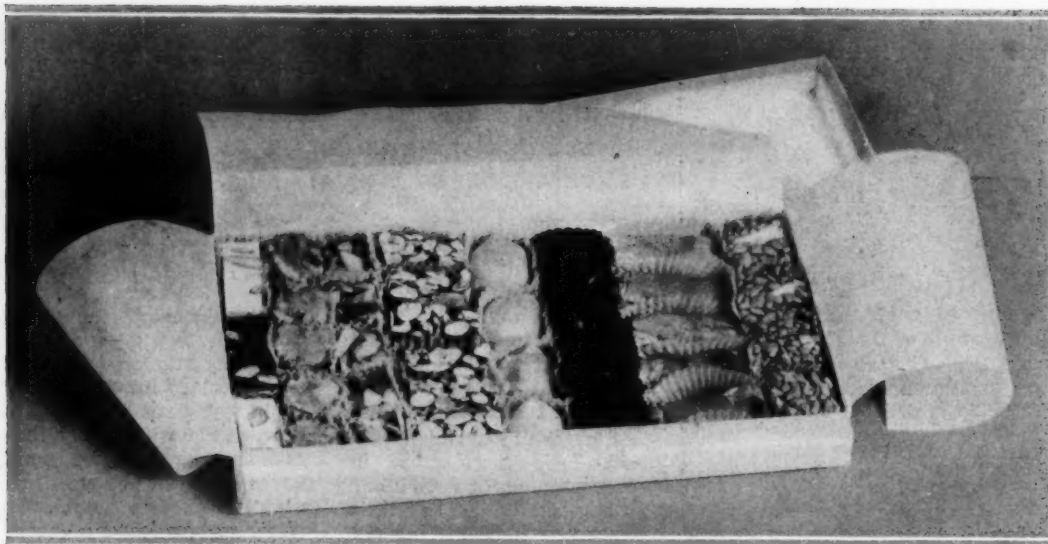
The usual "follow-the-leader" spectacle of the bar goods industry will not be long in coming, for "O'Henry," too, has gone "home-made."

Chemical research has done much to outwit the time factor in candy production. Ways are gradually being developed to keep uncoated work fresh over longer periods. Storage periods of three to six months on regular lines of chocolates are not unusual. The candies emerge fresh, wholesome and attractive at the end of their enforced hibernation. The isolation of the enzyme invertase has provided further incentive to staggered production, especially throughout the summer months. Bloom and insect infestation are gradually coming under scientific control. But all of these developments concern the manufacturer alone.

So far as the consumer is concerned, the old Huyler slogan, "Fresh Every Hour," is still the last word in candy quality. To him, bloom means staleness and age, deterioration. Obviously this freshness myth operates to the disadvantage of the wholesale manufacturer. His product is not necessarily

(Continued on page 43)





A typical and well-arranged homemade assortment adaptable to the wholesale line.

*A practical discussion of the problems confronting the wholesale manufacturer who wishes to*

## Wholesale Homemades

BY ERIC LEHMANN  
*Chain Superintendent*

**T**HE wholesale manufacturer no longer casts envious eyes upon the vigorously growing retail confectioner, for he has presently discovered a means by which he may compete in kind. We find him busily engaged, or at least planning to become engaged, in this newest adventure of the wholesale field—wholesaling homemades.

The homemade has hitherto been the retailer's exclusive domain. High labor costs and the seemingly inherent perishability of this class of merchandise have afforded ample protection against competitive encroachment.

Domesticating the homemade to the wholesale factory has been made possible through a series of research developments of far-reaching importance to the industry. Of these developments in the construction of creams, the forming of centers, etc., much has already been written. But of the practical problems which are involved in adapting the homemade idea to the prevailing wholesale factory methods of planning, production and merchandising, the press has been strangely silent,

and the handful of commercial homemade packages which have "come through" under these conditions have in most instances carried prayerful benedictions.

There are a number of features of the retail homemade line which the entering wholesaler must study to preserve. They are the details of construction and assortment which have combined to make the homemade package of a totally different character and consumer appeal than anything which the wholesale manufacturer has ever put out before, and unless he is sincere in his attempt to embody these qualities in his finished product, he might as well stop here and now.

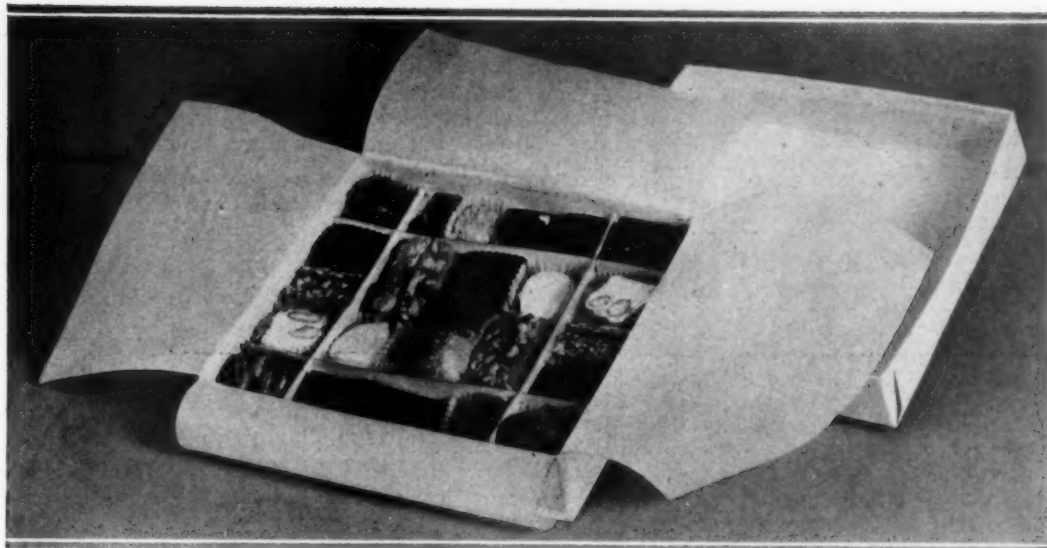
The homemade line is indexed in the consumer's mind with richness, freshness and a complete lack of machine-tailored appearance. It is identified with unusual variety and distinctiveness in size and assortment. In it one expects to find a liberal sprinkling of the old-time favorites—uncoated goods, such as the taffies, the fudges, cut nougats, jellies and mallows.

### **Homemades Are Profitable, but Not Cheap**

The cream centers—rich buttercreams, Dutch and Italian creams, and the like—



## WHOLESALE HOMEMADES



A popular type of homemade package is this "mother's" assortment which retails at 60c.

are of the handroll type, soft or flowing. The thrifty wholesale manufacturer will belie his type if he does not exclaim at this point that any line which conforms to these requirements must be as expensive as the devil to make. To which the industry might well reply, "Thank Heaven for that!" In our humble judgment, the commercial manufacturer needs most to be protected from himself. The homemade line, with the help of the newer order of mechanical and scientific equipment, can be made cheaply enough, and it is to be sincerely hoped that its cost of production will never go so low as to result in the dog-eat-dog competition which wracks the wholesale industry today.

It is not desirable to use over 35% coating on goods of this type, except on nut and cordial pieces, which are coated a trifle heavier. The coating on homemades must be rich, yet not too rich to eat; it must be good flavored, yet not so strong nor so heavy as to dominate the centers. Good judgment is required to select the proper quality of coating as well as the proportion to be used. Bittersweet has been found to be most suitable for cream centers, with milk or sweet coating for the balance of the line.

At present most chocolate-dipped homemades are hand-dipped. It is a foregone conclusion, however, that the wholesale manufacturer will lean heavily on the coating machine, and provided the right coating is used and the pieces neatly hand-strung, there can certainly be no objection to the more extensive employment of this

method for the commercial homemade line.

We have said that the centers must be distinctly different in character and variety from the usual wholesale assortment. Suppose we consider briefly just what retail homemade numbers fit in best with the commercial homemade assortment:

### Coated Work

#### Creams—

Butter creams  
Dutch creams  
Fruit creams  
Nut creams

} Bittersweet coating

Nougats  
Caramels  
Cherry centers  
Nut-taffy centers  
Cocoanut centers  
Jelly or fruit paste centers

} Milk or sweet coating

### Uncoated Work

Fudge—Vanilla and chocolate  
Lady Caramels—Vanilla, maple and chocolate  
Nougat Squares or Rolls—Nut-coated  
Butter Taffies—Nut dust coated  
Bonbons—Crystallized

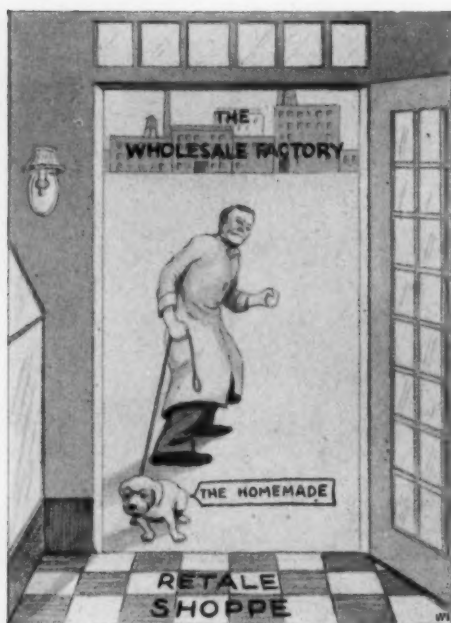
Jellies  
Gum Patties or Wafers

} Crystallized

Nut Mallows—Seasonal  
Cherry Taffies—Wax paper wrapped

### Buttercreams

The homemade buttercream should be of the semi-soft variety; that is, one which will eat like butter, and not too soft or flowing. It is practicable to use either print butter, fresh cream or a good caramel paste. There are a number of good butter flavors which are unquestionably suitable for the usual run of work, but for buttercreams of the homemade variety



only the best fresh butter, cream or good, rich caramel paste will do.

Care must be exercised in adding salt to the fondant, since the older the creams, the stronger the salt taste will be. Salt, if it is not handled properly, may also cause your creams to taste "fishy."

#### **Dutch or Italian Creams**

Any good, light, flowing, handrolled cream will do for these pieces, provided you use a bittersweet coating. It is not advisable to use a whipped cream center, however, as the texture is not suitable for either a homemade Dutch or Italian cream.

#### **Fruit Creams, Etc.**

For fruit creams the homemade line requires a cream whose original texture is fairly stiff. The fruit will cause the cream to soften up considerably. If you start with a soft cream, the center will become liquid, and this does not constitute the popular conception of a good fruit cream. Bittersweet coating should be employed on all fruit cream centers.

Nut creams should have the same consistency as Dutch and Italian creams, and are made in a similar manner.

#### **Nougats**

Any good, chewy nougat will answer the purpose, but it should be cut somewhat larger than a regular nougat, and coated with either a milk or sweet coating.

Nougat designed for homemade work should be cut, not cast. The cutting may

be done on a regular nougat cutter. Nougat cast in starch is not satisfactory for the homemade line. The same applies to caramels, jellies and fruit pastes, and chewy pieces of all kinds. Starch dries out the center, ruining consistency and texture.

#### **Caramels, Butterscotch, Chewy Taffies, Etc.**

These centers must be of the soft variety and must not stick to the teeth when eaten. Either milk or sweet coating may be used.

#### **Cocoanut Centers**

They should not be made dry but moist and soft, made of a cocoanut of good quality. The usual flavors are molasses and vanilla. Either or both may be used in the assortment, with milk or sweet coating.

#### **Jelly Centers, Fruit Pastes, Etc.**

The proper texture cannot be obtained with Jap gelatine and it will be wise to confine your experiments at the outset to natural fruit bases, such as apples and apricot pulp, or to fruit pectin. Great variety may be obtained using nuts, fruits, cocoanut, etc. Coat preferably with milk chocolate.

No homemade package would be entitled to the name unless it contained a liberal number of uncoated pieces. The following list is not intended to be complete, but is suggestive of the type of goods which will "tie in" best with chocolates.

#### **Fudge**

Should be of a smooth, rich quality; made to stay soft a reasonable length of time. Fresh cream or butter are ordinarily used. Excellent results may be obtained with invertase, a light crust forming on the surface and keeping the center soft and fresh for at least a month to six weeks. Wrap in wax paper or tinfoil to prevent unnecessary drying out.

#### **Lady Caramel**

Any good lady caramel will do. This also should be protected by wrapping in waxed paper.

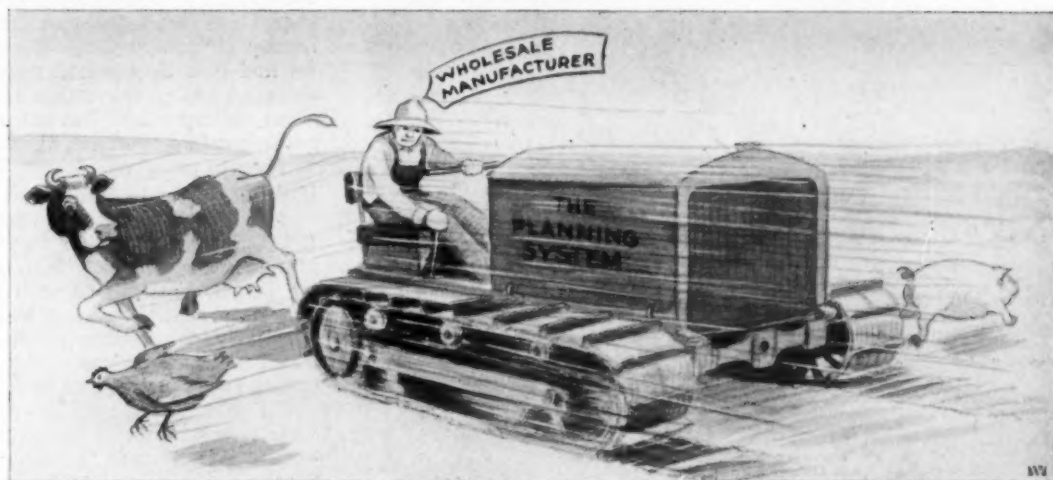
#### **Nougat Squares or Rolls**

While these numbers do not need to be wrapped, it is necessary to make a nougat which will not harden up.

#### **Butter Taffies**

If you plan to make a butter taffy, it is advisable to use real butter and whole nuts, rather than nut pieces. This number should be wrapped in wax paper.

## Putting the Planning System "In Reverse"--



--frequently entails a few unforeseen difficulties

### Bonbons

A bonbon with a nut or jelly center makes an excellent number, but it will not stand up unless it is crystallized.

### Gum or Jelly Goods

Use fruit base or pectin in jelly pieces, not Jap gelatine. The latter will not give you a real jelly texture. Use good flavors. Crystallize or use a Dutch crystal.

### Nut Mallows

The nut coated mallows make excellent pieces for the homemade line but had best be omitted from the assortment during the summer months. The nuts are applied to the centers in the revolving pan following a light application of syrup.

### Chewy Taffies

Very popular in homemade assortments. These pieces must be made so as not to lose shape and must contain sufficient butter or other good fat to prevent their sticking to the teeth. Wrap in waxed paper.

So much for the assortment. There are, of course, numerous other details to be considered in adapting the homemade line to the wholesale factory.

### The Personnel Problem

FOR instance, it is practically a foregone conclusion that the wholesaler who contemplates "going homemade" will have to avail himself of the services of a practical homemade man. To expect your regular wholesale foreman or superintendent

to turn out this class of goods along with his other work would be like asking a mechanical engineer to do an oil painting. It just isn't "in the cards."

We have occasionally seen cases where a retail man was put in charge of a home-made department and made a fair "go" of it, but if the process has been successfully worked out the other way, we have yet to hear of it. The wholesale man and the home-made man, by the very nature of things, speak in different tongues. Not only are the products widely divergent in character and quality, but they must be handled with different equipment—both the help problem and the planning are different—and the personal equation as applied to the adaptability of the labor element in many cases takes on an entirely new significance.

Homemade are best made in a separate department, far removed from the usual wholesale activities. Over this department the homemade man is given complete authority. He is permitted to select the limited equipment which he needs, such as plastic center machines, slabs, cutters, etc., and is required to personally supervise his own planning. The latter is an important function in the homemade department, and one which, because of the peculiar day-to-day nature of the problem, cannot safely be delegated to one less experienced in this work.

The rule of the homemade department is "small batches, low inventory and rapid turnover." The latter makes up in some measure for the economic deficiencies of

(Continued on page 50)





THE OLD GRAY NIGHTMARE

Part Three--

## HEAT—STRUCK!

By ROBERT RANDOLPH

**W**HAT would undoubtedly prove to be one of the most popular approaches to the graying problem is arbitrarily closed to us by a Government ruling.

It is the alternative of adding to the chocolate a small amount of an appreciably higher melting fat or a sufficient quantity of one of the newly-fabricated hard vegetable butters so as to raise the softening point of the resulting fat mixture. Experimental coatings made with high softening point cocoanut butters, for example, show this tendency to retard grayness in a marked degree. Butters of this description are now available with a range of only 3 degrees between softening and melting points (96° m. p.—93° s. p.).

Of course, if carried beyond reasonable limits, the addition of

higher melting fats is not without certain difficulties. The higher the melting point of the fat, the more slowly it is digested by the human body. As we approach the normal body temperature of 98°, the higher melting stearines have a tendency to remain on the roof of the mouth undissolved. A "waxy" residue remains after the main body of the product has been eaten and the product becomes less palatable. Obviously, this is the deadline; the mixture of the two fats must not possess a melting point higher than 98°, preferably not above 96°. In consequence of this, regardless of how high their own softening points may be, the high melt fats are powerless to prevent graying at temperatures beyond body temperature.

If we examine the supposed virtues of certain inedible waxes such

as paraffin, tallow, and carnauba wax, which we frequently hear suggested for clandestine use in producing a "non-graying" chocolate, we find that they retard grayness no better and no worse than fats of equal melting point. But naturally, not being food products, they have no place in chocolate.

### Hydrogenating to Raise the M.P.

Hydrogenated peanut stearine (140° m. p.) and similar vegetable butters with extremely high melting points, when mixed with ordinary fats melting around 90°-92°, are likely to produce a mixture which is slushy instead of dry and brittle as either of the two fats would have been if set alone at the same temperature. Chocolate containing this mixture of fats would have to be run around 120° in order to prevent the 140° stearine from graining out.

The hydrogenating process applied to cocoanut butter, cottonseed oil and cocoa butter itself, for that matter, has not been as productive of high softening points as might be expected from our experience with hydrogenated peanut stearine. Instead of yielding a butter with a softening point a few degrees below the new and materially higher melting point, we obtain a product like hydrogenated cocoanut oil which, notwithstanding a melting point of 106°-110° may be poured from a can at 84°. Therefore, we must dismiss all hydrogenated fats which are now available as the solution to the graying problem.

The possibilities in foreign fats narrow down pretty much to the addition to the batch of regulated

(Continued on page 39)



Everyone is familiar with the high melting point, yet plastic consistency of summer "Crisco."



## HEAT-STRUCK

### The Softening Point Test

*As this important test is conducted in the control laboratories of The Best Foods, Inc.*



PLATE 1—Six pellets of fat being formed in a suppository mold from a cake of hard cocoanut butter.



PLATE 2—The mold opened showing the samples ready for the test.



PLATE 3—Samples of the various butters to be tested are placed in an electric oven.

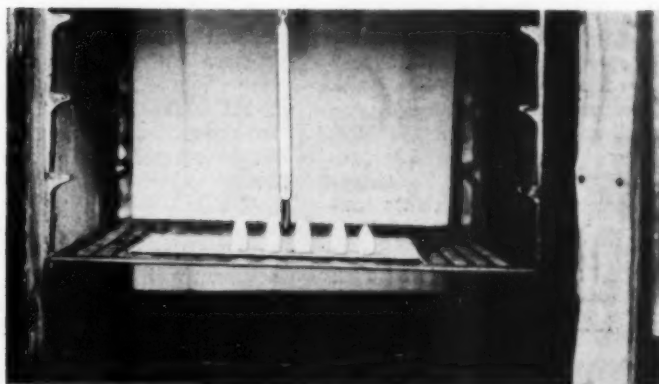


PLATE 4—The temperature of the oven is raised about a degree at a time and the condition of the samples noted, both as to appearance and "feel."

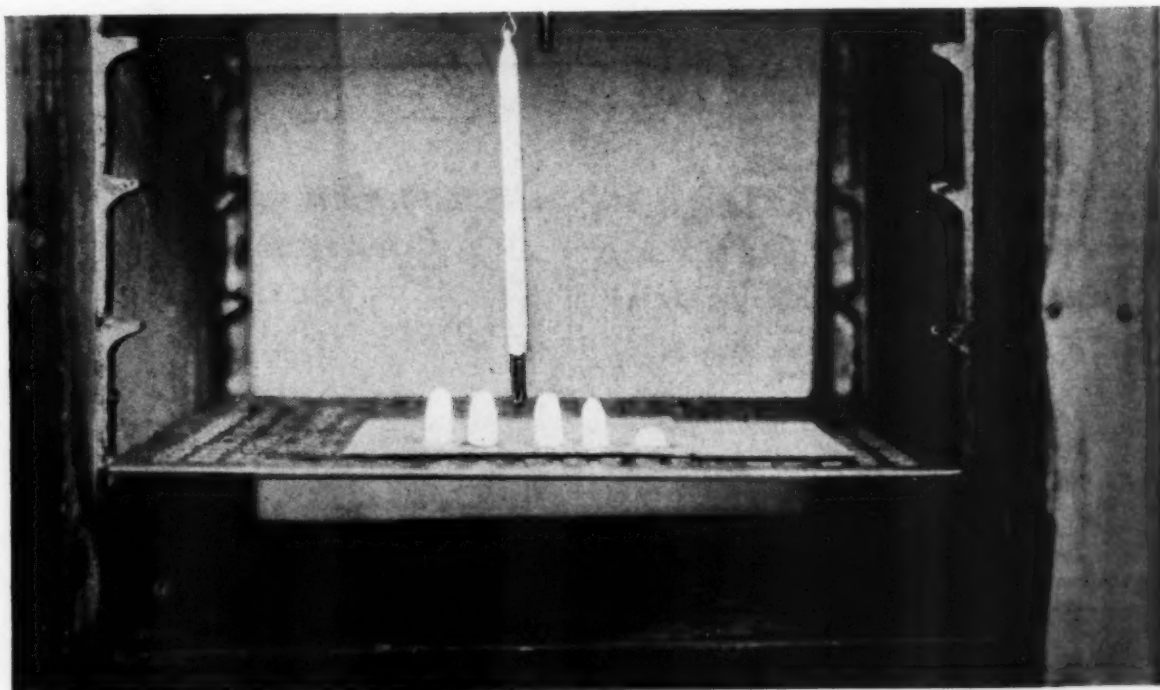


PLATE 5—The softening point is recorded as the temperature at which the solid structure BEGINS to collapse. As chocolate grays at the temperature at which the butter's lowest melting fraction becomes liquid, the significance of the softening point test may be readily appreciated.

## THE MANUFACTURING CONFECTIONER

quantities of normal hard edible butters, possessing *softening* points somewhere around the present melting point of cocoa butter (90-92°), and melting points some corresponding 3 or 4 degrees higher. *Such butters have been shown to be of considerable value in retarding grayness up to a point where the climatic conditions become fairly severe.*

### A Far-Reaching Interpretation

However, the Dept. of Agriculture's present definition of chocolate coating makes it unlawful for us to employ in its manufacture a foreign fat of *any* description (milk fat excepted) without labelling the product as a "compound." And contrary to the popular interpretation of this ruling by the chocolate manufacturers, such fats cannot be employed without labelling even where the finished article is not *called* chocolate but is of such appearance as to deceive the consumer into *thinking* that it is

chocolate! Manufacturers who are putting out coated goods under trick names such as "Jumbo Rolls," etc., are not evading the ruling as they believe but are liable to Government prosecution just as though the article were actually misbranded.

It would seem as though the N. C. A. owed it to the industry to exert its influence at Washington toward having this ruling modified in a manner that would be fair to all concerned.

Cocoa butter is a food product which is exactly as wholesome as cocoa butter. It is equally nutritive and even more easily digested. Were we to use it in limited quantities, not as a deception, but to correct a shortcoming inherent to all chocolate coatings, what objection could there possibly be? As the matter stands, the irresponsible element among the manufacturers will take chances on getting by, using foreign fats without labeling; whereas a responsible

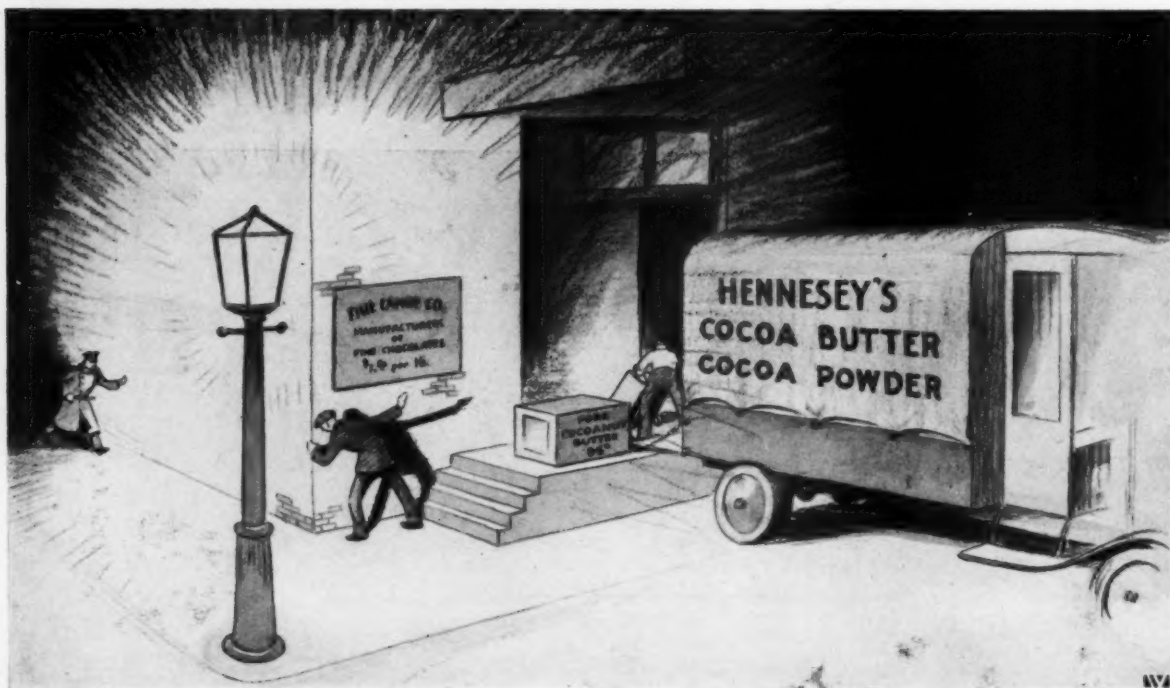
manufacturer with a quality reputation to uphold, would not dare to risk the publicity which is the penalty of being caught.

For the oil refiners to try to get this ruling modified, or for the confectioners themselves to protest it singly instead of collectively, would merely create the suspicion at Washington that the whole agitation was merely the outcries of individual interests having axes to grind.

The main idea, which is to help the candy industry to banish the certainly be lost. No, if we want the bars lifted it will have to be accomplished by joint cooperative action on the part of the whole candy industry.

If an *animal* fat may be added to chocolate in the form of milk fat, why should it be necessary to label as "compound" a chocolate containing limited quantities of an equally wholesome *vegetable* fat?

(To be continued)



Bootlegging "blóom" retardants may yet attain the dignity of a national sport unless the industry as a whole gets behind the movement for a wholesome scientific standard for chocolate.

# Answers to Question 3 of the Annual Chocolate Roundtable

## The Question:

*Should the Federal standard for "breakfast cocoa" be amended to admit cocoa powders containing less than 22% butterfat?*

(N. Y. 16a): We think that the Federal standard on Breakfast Cocoa might be amended as 22% is purely arbitrary.

(Penn. 6a): We do not see any particular necessity for changing the present standard of Breakfast Cocoa Powder.

(N. Y. 10ab): No. We are against the cheapening of any product connected with the candy industry.

(Cal. 1a): No.

(Penn. 15a): No. The Department allows the sale of low butterfat cocoas and there should be some distinguishing feature between a 22% powder and a 10% powder.

(Ill. 17a): Just why 22% has been decided on by the Government as the standard for cocoa, which can then be named after the first meal of the day, is something that has always been more or less a mystery to the writer.

Too much stress entirely is laid on butterfat contents and not enough stress on the high quality of the raw materials used and the high quality and quantity of workmanship put into cocoa.

Breakfast cocoa to the housewife, the ultimate consumer, is certainly a misnomer as it indicates to the housewife that the cocoa in the package cannot be used for other than serving at the breakfast table. This certainly limits the use of cocoa.

We feel that it would be far better to have this term "breakfast" as applied to cocoa done away with as far as the Government Standard is concerned.

Let the Government have a standard for pure cocoa. Then let each cocoa manufacturer make as fine a quality of cocoa as he can and the price he secures per pound and the volume of business he does will certainly be in ratio with value given the consumer.

With a Government ruling of this sort there would be a distinct advantage for each manufacturer to produce the best possible cocoa he knew how. None would have the advantage of being able to brand an inferior cocoa "Breakfast Cocoa" simply by leaving 22% butterfat in the cocoa and because of being able to label their cocoa "Breakfast Cocoa" demand a better price.

We will be interested to learn what others think of this situation.

(Ill. 9b): I believe there should be some standard fixed which will protect the consumer.

(Ill. 13ab): We are not in favor of having the present standard amended as there is an overproduction of same now.

(Md. 5b): It is my understanding that to reduce the fat content in cocoa powder below 22% would necessarily reduce the quality, and this procedure always results in grief.

(Penn. 2ab): No. See no reason for

lowering the quality.

(Tex. 3b): No, because we have too much cheap and almost useless cocoa powder on the market today.

(Ill. 18a): To the average buyer of cocoa, "Breakfast Cocoa" is something of fancy quality; likewise cocoa that because of its lower butterfat content cannot be called "Breakfast Cocoa" is something of inferior quality.

Hundreds and hundreds of buyers of cocoa are satisfied to buy "Breakfast Cocoa," feeling that in doing so they are purchasing something of better quality than other cocoa of lower fat content.

There is much more than the butterfat content of cocoa powder that tends to create its quality.

To better express ourselves, let us take a case of a manufacturer that buys the cheapest possible cocoa beans, is careless in roasting the beans so that some of them are roasted higher than others, allows 22% fat to remain in the cocoa, bolts the goods through a very coarse mesh, and does not cool it properly, to give it its proper caste. This, according to the Government, is "Breakfast Cocoa" and commands a much better price than a cocoa of the following description:

A powder made from a fine blend of high quality beans, carefully graded for size and roasted properly, with a fat content of 18%, and bolted through the finest silk mesh obtainable, cooled properly to create a desirable rich color.

The one manufacturer goes out offering "breakfast cocoa" and the other "pure cocoa with 18% butterfat." The first manufacturer is able to sell his product at a much higher price than the second manufacturer, simply because the Government Standards for breakfast cocoa signify "a cocoa with 22% fat."

We believe the Federal Standards should be changed to "Standard Cocoa" and "Fancy Quality Cocoa."

"Standard Cocoa" should be made from the cheaper grades of cocoa beans, not less than 13% fat, and bolted through a moderately fine mesh.

"Fancy Quality Cocoa" should be made from fancy quality cocoa beans, not less than 18% fat, and bolted through the finest possible silk cloth that may be obtained.

We also believe that the term "Breakfast Cocoa" is a misnomer, inasmuch as there are many thousands of consumers that consider "Breakfast Cocoa" as a morning beverage, and they do not think of "Breakfast Cocoa" as being adapted for cooking and baking, etc.

We believe the cocoa industry would be advanced considerably if the Government would change the ruling from "Breakfast Cocoa" to "Standard Cocoa" and "Fancy Quality Cocoa."

## Editor's Comment:

HERE we have the makings of a real debate. The majority of the confectionery manufacturers who oppose any amendment to the existing standard, do so in the sincere although possibly mistaken belief that lowered fat content implies impoverished quality. This does not necessarily follow. One of the newer participants in our domestic market, a firm long established abroad, has gone on record in its consumer advertising that high-fat cocoa powder not only is a poorly balanced food, but that only by effecting a substantial reduction in the fat content are we able to produce a pleasing and palatable beverage which we may eventually be educated to drink in greater quantities like tea or coffee. The point is well taken for the present "breakfast" cocoa is distinctly a food and not a beverage.

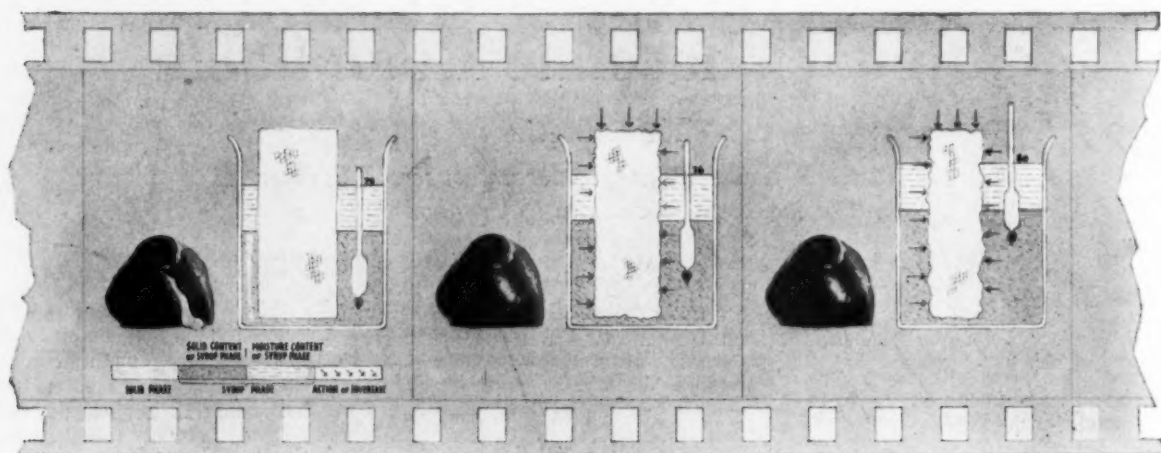
As to the fear that changing the butter-fat standard may impair the quality of the product, letters Ill. 16s and Ill. 17a speak rather convincingly. It is significant also that the third supporting vote was cast by a powder manufacturer whose enviable reputation for quality is respected throughout the world. This firm would be the last to yield an inch if they thought for one moment that the quality might be endangered by amending this purely arbitrary butterfat standard.

Meanwhile, perhaps sensing a broader market for low-fat powders for ice cream flavoring and other purposes, the commercial powder manufacturers are feverishly equipping their plants with giant Lehman presses capable of pressing down to 6% fat! Are they headed in the right direction? What are your views on this interesting subject?

*The Chocolate Roundtable will be concluded in next month's issue, with replies to questions, 5, 6 and 7.*



## MOVIE of a Cream Center under varying conditions of "syrup density"



### UNDER-DOCTORED

### PROPERLY DOCTORED

#### 1. Any Cream

#### 2. Invert Cream.

#### 3. Cream made with corn syrup and invert.

60%	SOLID PHASE	50%	SOLID PHASE	40%
40%	SYRUP PHASE	50%	SYRUP PHASE	60%
Composition of Syrup Phase:		Composition of Syrup Phase:		Composition of Syrup Phase:
WATER.....12%		WATER.....12%		WATER.....12%
SOLIDS.....28%		SOLIDS.....38%		SOLIDS.....48%
70%	SYRUP DENSITY	76%	SYRUP DENSITY	80%

## Rolled Centers Plus Invertase

BY JAMES P. BOOKER

Service Manager, The Nulomoline Company

**A**T the present time many makers of candy find themselves debating the question, "To roll or not to roll?" A rolled cream center needs no special description or definition, but there are points in connection with its manufacture that can be discussed to advantage.

The chief trouble point of this kind of center is found in its liability to either burst or dry. The reason for this weakness is the fact that such centers require a high percentage of sugar to give them firmness. If one could roll a heavily doctored center, then fermentation and drying would be unlikely to occur.

Fermentation of rolled centers is caused by wild yeasts. These yeasts are microscopic in size and, while they are not omnipotent, they are seemingly omnipresent. Being everywhere all the time,

they must be reckoned with. Old Man Trouble is ever ready to swat the candy maker who scoffs at the dangers of yeast.

#### Fighting Yeasts with Yeast

While bursting, resulting from the presence of yeasts, causes



#### An antidote for bursting fermentation--

The enzyme invertase in its commercial liquid carrier.

much loss, on the other hand yeast gives us one of our best weapons with which to fight fermentation. We refer to invertase. A standardized invertase, such as "Convertit," increases the possibility of making perfect centers. While undoubtedly most of the readers of THE MANUFACTURING CONFECTIONER are acquainted with invertase and aware of the fact that it is an enzyme, for the sake of completeness we will give a brief history of its source and discovery.

We first became acquainted with the possible benefits resulting from the use of the enzyme invertase over twenty years ago. At that time we were working with a number of chemists in an effort to find out why cream centers fermented. We soon found that the enzyme invertase would produce remarkable and valuable changes in a cream center. When



## ROLLED CENTERS PLUS INVERTASE

this discovery was made no method for separating the invertase from the yeast had been perfected and the yeast was added directly to the candy. Yeast gave some color and flavor and the softening was not always uniform, but on the whole improvement was secured. When these facts were first given to the trade, most candy makers and some chemists were skeptical as they could not grasp the idea that a yeast product could be used to advantage in overcoming difficulties resulting from the presence of yeast. Familiarity and usage have overcome these early objections. In connection with the work that has been done on fermentation control, it has been necessary to emphasize the difference between fermentation bursting and the cracking of the coating or leakage that results from expansion.

Rolled cream centers contract considerably if chilled more than is necessary. The contracted center, if coated with chocolate, will later expand and generally forces out some of the cream through a thin spot in the coating. However, if the coating is practically uniform, then the expansion will cause a crack in the coating. This form of leakage or cracking is naturally closely related in appearance to that resulting from fermentation, for the latter is also due to expansion, as we will later explain.

It is a comparatively easy matter to differentiate between the two, as the first is often apparent within an hour or two after the goods are coated, and it is quite safe to assume that leakage or cracking that shows up within a period of a week after the centers are coated is caused by the centers being too cold. Bursting that is the result of fermentation rarely shows up in less than two weeks after the centers are coated and in some instances the candies may appear to be all right for a month or more, and at this comparatively late date bursting will occur. There may be two reasons for this deferred fermentation. First, the centers may be so made as to be almost safe (making it difficult for the yeasts to develop), or the infection may be light and it takes the yeasts a considerable length of

JULY 1928							AUGUST 1928						
SUN.	MON.	TUE.	WED.	THU.	FRI.	SAT.	SUN.	MON.	TUE.	WED.	THU.	FRI.	SAT.
1	2	3	4	5	6	7	1	2	3	4	5	6	7
8	9	10	11	12	13	14	8	9	10	11	12	13	14
15	16	17	18	19	20	21	15	16	17	18	19	20	21
22	23	24	25	26	27	28	22	23	24	25	26	27	28
29	30	31					29	30	31				

SEPTEMBER 1928							OCTOBER 1928						
SUN.	MON.	TUE.	WED.	THU.	FRI.	SAT.	SUN.	MON.	TUE.	WED.	THU.	FRI.	SAT.
						1	1	2	3	4	5	6	7
2	3	4	5	6	7	8	8	9	10	11	12	13	14
9	10	11	12	13	14	15	15	16	17	18	19	20	21
16	17	18	19	20	21	22	22	23	24	25	26	27	28
23	24	25	26	27	28	29	29	30	31				

NOVEMBER 1928							DECEMBER 1928						
SUN.	MON.	TUE.	WED.	THU.	FRI.	SAT.	SUN.	MON.	TUE.	WED.	THU.	FRI.	SAT.
				1	2	3	1	2	3	4	5	6	7
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18	19	20	21	22	23	24	22	23	24	25	26	27	28
25	26	27	28	29	30		29	30	31				

### The calendar is your time-table--

if you employ the "variable-control" catalyst. If 1 ounce of invertase will soften 100 pounds of cream in 2 months,  $\frac{1}{2}$  ounce will soften a like quantity to the same degree in 4 months.

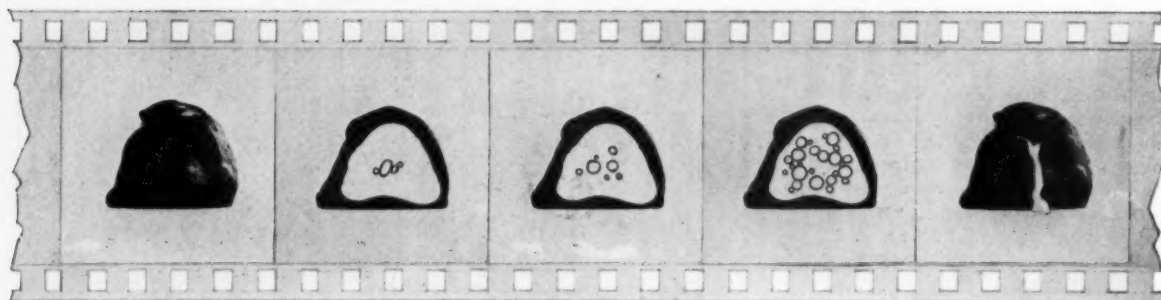
time to develop enough gas pressure to break the coating.

### Exploring the "Safe" Cream

THE modern candy maker has many scientific helpers. The one that has done the most for us is the refractometer. The use of this instrument has unlocked for many the hidden doors of mystery of what constitutes a perfect center. Prior to its use we knew that there were certain centers that kept better than others, but we did not know what made it so. By determining the syrup densities of various types of centers with a refractometer, we know that the safe centers have a high syrup density while those that are unsafe have a low syrup density. How to increase syrup densities is another story.

As we have already said, a heavily doctored center is a safe center. Because one must have

firmness to make it possible to shape and handle the center, a comparatively high percentage of sugar (sucrose) must be used in the fondant for rolled centers. Then, too, softness is desirable, and to secure this one needs to start with a comparatively low syrup density. There is only one agent that has yet been discovered that will split sucrose without heat, and that is the enzyme invertase. For this reason, it is perfectly logical for a candy maker to add invertase to rolled centers. The action of the invertase is slow enough so that the fondant can be made, the centers formed and coated without an appreciable amount of softening. The speed of the softening action is controlled by the percentage of invertase used. Working with a product of standardized strength and activity, such as "Convertit," it is easy to work out in each instance a rule for the amount of



**A movie of what goes on in a cream center of low syrup density--**

wild yeasts from the air, from our hands or from the equipment infect the cream, multiply to form colonies, and produce gas until a pressure is built up sufficient to crack the walls of the coating and permit the syrup to leak out.

invertase needed to produce a given result within a specified length of time. For example, if two ounces of invertase will soften one hundred pounds of cream centers in one month, then four ounces would soften a like quantity of centers to the same degree in fifteen days.

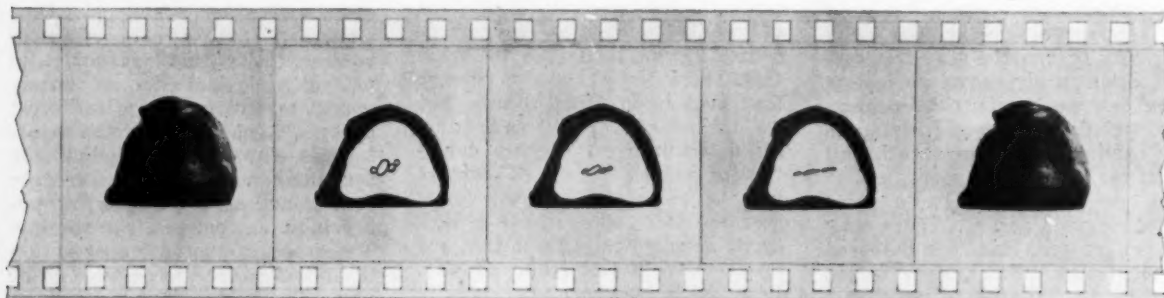
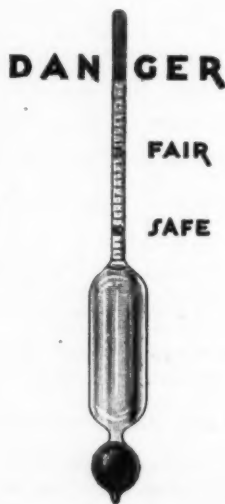
Judging from available facts, it appears safe to assume that fermentation will not reach the danger point in less than two weeks after the centers are made. With this in mind, the candy maker must work so as to raise the syrup density of the creams to a point where fermentation cannot occur—and accomplish this in less than two weeks. This is not as difficult as it may seem. For example, we have worked with a given formula that reached the safety point in thirty days when one ounce of invertase was used. We found that by cooking the fondant two degrees higher and adding two ounces of invertase we were able to raise the syrup den-

sity of the centers sufficiently to prevent fermentation in less than two weeks, and judging from the physical appearance there was no change in the structure of the center. In other words, we ap-

parently had the same center when it was made so as to become safe, within what we term the fermentation period.

**Continuity, the Goal of Machine-Made "Handrolls"**

Some candy makers object to what we call "reasonable care." When making rolled centers the process should be practically continuous. The reason for this is that if a batch of fondant containing invertase is kept over-night it will soften so much as to be difficult to handle. Not all of the softening will be due to the action of the invertase. Fondant sweats (softens) to a certain extent of its own accord because of a redistribution of the syrup that occurs after the crystallization incidental to creaming the batch. This softening, or breaking down, of the fondant makes it necessary for the candy maker to so plan his work that the centers can be formed and coated before the fondant has had time to soften. We know from experience that



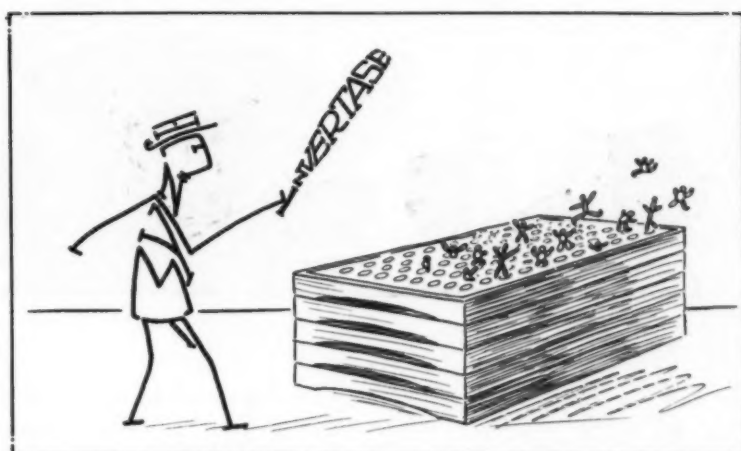
**A movie of what goes on in a cream center of high syrup density--**

the yeasts, unable to withstand the greater osmotic pressure of the dense syrup are (literally) crushed lifeless or at least rendered ineffectual so far as fermenting the center is concerned.

this can be done without upsetting the factory schedule.

When making rolled centers, the batch should be cool when the creaming is started and it should be kept cool throughout the operation. If the batch is warmed as a result of the heating incidental to crystallization, then the fondant should be cut into comparatively small pieces and spread out and allowed to become uniformly cooled before being put through the machine. If this suggestion is followed out, there will be little or no cause for complaint about variation in the size of the centers.

To produce rolled centers in quantity, it is necessary to have the fondant as firm as possible to start with and still have the desired softness after coating. Judging from actual experience, we have found that it is generally possible to cook a batch two degrees above the average when invertase is used. We might be able to secure a center of the desired degree of softness by cooking the fondant to a low temperature. However, a low cooked



The enzyme invertase, itself a product of yeast, has become a powerful ally in fighting the wild yeasts which creep into our creams from the air and everywhere.

center would be particularly susceptible to fermentation because of the increase in moisture. Suppose, for example, that we could make a perfectly soft center without invertase by cooking the fondant to 242 degrees F. Judging from our experience, it would be possible to make a center of like softness when invertase was used

and the batch cooked two degrees higher. Of course, the higher cooked batch would have less moisture, therefore a higher density and less likely to ferment.

It seems to me that the candy maker who fails to use invertase in the making of fine cream centers is imposing upon himself a needless handicap.

less fresh than his retailing competitor's, but somehow the unsymmetrical, homemade character of the latter conveys the *illusion* of freshness. And the daily wagon services of the bakers and ice cream manufacturers keep this freshness idea constantly before the public mind. The wholesale manufacturer, whether by improved methods of distribution, by educational advertising, or by whatever means he may ultimately decide to employ, must bridge this time interval which exists in the consuming mind.

An interesting parallel to our situation may be found in the egg industry. The egg producers on the Pacific coast will take April and May eggs, seal the pores of the shell with a mineral oil, pack the eggs between patented layers of a cardboard which drains off the surplus oil by capillary action, then sandblast them, perhaps, to remove the last traces of oil lustre, and deliver them in the East during the fall of the year with every appearance of being strictly fresh eggs. These eggs are actually *better* in quality when withdrawn from their long storage than local eggs, which, though only five to ten days old, have not been produced, gathered and cared for with the same degree of scientific efficiency. The "fresh" egg idea finally

### Why Homemades?

(Continued from page 31)

became so much of a joke that within the past year the state of New York has rescinded the labeling requirements on storage eggs and established sensible gradings on the basis of the actual *quality* of the egg when it is marketed.

Yet, in spite of legislation, the "fresh" egg myth remains. The housewife goes into the grocery store and through sheer force of habit demands "strictly fresh" eggs, expecting to get something which some nearby farmer plucked from under his hens on the morning of the same day. Where is there a deadlier parallel to the predicament which confronts the wholesale candy manufacturer today?

This rising popularity of homemades is gaining ground more rapidly than anyone two years ago could ever have believed. Is it a healthy development for the candy industry? We think so.

A statement has recently been made by the Consumers' League of New York, an organization of influential women social workers with national affiliations, that "cheap candy is in most instances too cheap to eat." Homemades are not cheap.

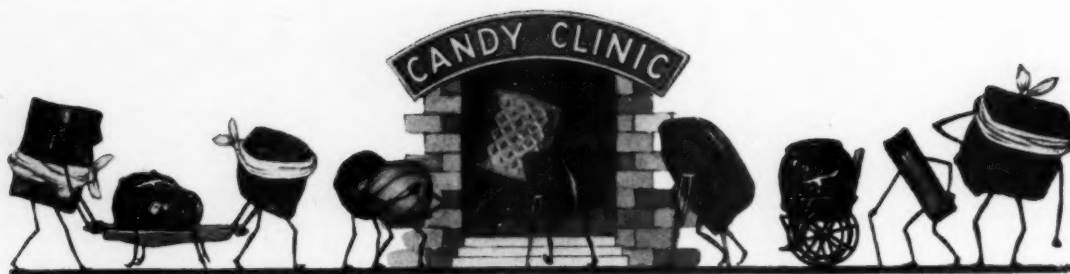
Noted physicians and dieticians

are daily rallying to the support of natural foods. Homemades make maximum employment of natural sugars and natural flavors. The ice cream industry, in order to win the support of the press and of the medical fraternity, commenced about two years ago to put their house in order. Practically all of the larger plants are now using natural flavors whenever possible. And what is the result? Today this confection has attained a recognized place in the diet of adult and child.

Weaned gradually from cinnamon to cassia, from licorice to anise, from maple to fenugreek, from butter to butter flavor, from natural peppermint to super-refined menthol, and from flavor to coarse basic cocoas—what wonder if the confectionery industries of a few years ago had created a debased taste which all but killed the natural products! The reaction is logical, timely and striking.

Sooner or later we must get away from cheap candies. Homemades provide the long awaited opportunity to swing in with the tide by capitalizing on the advertising value of natural products having a deeply rooted appeal. The commercial homemade is the confectionery industry's serious bid for similar dietary recognition.





The Candy Clinic is conducted by one of the most experienced superintendents in the candy industry. Each month he picks up at random a number of samples of representative candies. This month it is "home-mades"; next month it will be gums and jellies. Each sample represents a bona-fide purchase in the retail market, so that any one of these samples may be yours.

This series of frank criticisms on well-known, branded candies, together with the practical "prescriptions" of our clinical expert, are exclusive features of the M. C.

## Home-Mades,

### Package Assortments, Easter Goods, Etc.

The following samples examined by the M. C. Candy Clinic were purchased in high class retail shops in and about New York City, Boston and Chicago.

#### Wholesale Home-Made Assortment, 70 Cents lb.

##### SAMPLE ML-6

**Wrapper**—Glassine, very neat. Two seals.

**Ribbon**—None, gold cord used.

**Box**—Loose wrapped.

**Appearance on opening box**—Good.

**Liner**—None. Suggest wax liner be used. Box a little too high, causing some pieces to be scratched and turned over.

**Packing**—A little too loose.

**Coating**—Chocolate, sweet. Color, good. Taste, good. Gloss, good.

**Strokes**—Fair, although a few carelessly done.

**Centers**—Sponge: Very good

**Raisin Cream**: Flavor good.

**Cream** too hard and dry.

**Butter Cream**: Very good.

**Butterscotch**: Flavor fair. A little too soft.

**Cherry Cream**: Good.

**Maple Nut Cream**: Good.

**Date**: Good.

**Choc. Raisin Cream**: Good.

**Fudge Sprinkle**: Good.

**Nougat**: Flavor very faint, but nougat good.

**Raspberry Cream**: Cream good, but flavor too strong.

**Vanilla Nut Cream**: Good. Flavor lacking.

**Almond Cluster**: Nuts almost raw.

**Nut Paste**: Good.

**Vanilla Chips**: Good.

**Frozen Pudding**: Good.

**Raisin Buttercream**: Good. Flavor only fair.

**Belmont Caramel**: Good.

**Assortment**—Excellent.

**Remarks**: This box of candy retails for \$.70 per pound and is worth at least \$.80. In fact other samples which were examined retailed for \$1.00 and were not as good.

The flavors are not quite as good as they might be. Some are too weak and those that are strong taste artificial. Still, one does not expect to find flavors of as high a quality as are used in the more expensive boxes.

Our criticism of the cream centers is that they were not uniform, some being very soft, others fair and some hard and dry. More care should be observed in the manufacturing of these centers.

In the nougat we suggest that a good honey flavor be used or, better still, a real honey, if the cost can stand it.

The almonds in the Almond Cluster should be roasted more, as they were almost raw. Not only will the unroasted nut not eat as well, but it will not keep long, unless it is sufficiently roasted.

##### SAMPLE FF-6

#### Retail Home-Made Assortment, 80 Cents lb.

**Wrapper**—None.

**Box**—Plain, loose-wrapped, but satisfactory for this class of goods.

**Ribbon**—None.

**Appearance on opening of box**—Fair. Candies irregular in size and shape; no cups used; some pieces on top of others.

**Packing of Candies**—These candies being strictly of the home-made variety, and in all sizes and shapes, this feature is difficult to criticize. Home makes are very hard to pack and it is often difficult to get an even layer, much less make a well-packed box.

**Chocolates**—None. The absence of chocolates of any description is worthy of note.

**Home-made Numbers**—Vanilla Walnut Nougat Slice—Excellent.

**Chocolate Fudge Almond Slice**—Excellent.

**Caramels, all wrapped**—Vanilla nut, Vanilla plain, Chocolate nut, Chocolate plain—texture and flavors very good.

**Caramel Nougat**—Good. Nougat a little dry. Flavor, vanilla.

**Chocolate Cocoanut Bonbon**—Center excellent. Bonbon



## CANDY CLINIC

cream very poor in texture; color too light.

**Butterscotch, wrapped**—Texture good. Flavor very faint.

**Vanilla Pecan Fudge**—Texture good. Flavor only fair. Taste resembles condensed milk.

**Chocolate Pecan Fudge**—Texture good, but flavor only fair. Tasted as though cocoa were used.

**Pink Bonbon**—Center very good. Flavor, faint rose.

**Maple Caramel Bonbon**—Good texture but lacking in flavor.

**Green Pistachio Nut-Topped Bonbon**—Center good. Flavor entirely too strong.

**Assortment**—Not sufficiently varied. Such an assortment should have a nut mallow of some kind, a taffy plantation or chewy piece, one or two hard nut taffies, and a few chocolates such as buttercreams, fruit creams, or nut creams.

**Remarks**—The nougat should be made so it will chew; honey should be used to better advantage for flavor.

Fudge at this price should be made of fresh cream and butter, not evaporated milk or condensed milk.

The rose bonbon might have more flavor. A bonbon that is not sufficiently flavored makes a very poor piece of candy; on the other hand, care must be taken not to over-flavor the piece as the pistachio bonbon was.

The chocolate cocoanut bonbon ought to have more of a chocolate color. If a good chocolate is used and not cocoa, this is not difficult to obtain.

### SAMPLE S-6

#### Easter Box of Home-Mades, \$1.00 lb.

**Wrapper**—Seasonable; excellent color.

**Box**—Brown, very neat.

**Ribbon**—None. Gold cord.

**Appearance on opening of box**—Very well put up. Goods looked fresh and appetizing.

**Packing of candies**—Very good. No loose ends, and all pieces in place. Tinfoil used to line both sides.

**Chocolate Pieces—Chocolate Coating**—Sweet.

**Flavor**—Very good.

**Color**—Good.

**Gloss**—Good.

**Strokes**—Fair. Very plain.

**Dipping**—Good.

OFFICE HOURS: 10:00 A.M. TO 5:00 P.M. AT OTHER TIMES BY APPOINTMENT

## THE CANDY CLINIC

314-47-1234 NEW YORK CITY

R

*All home-made centers should be "handrolled."*

*Hand*  
SUPERINTENDENT

**Centers—Peppermint Cream**—Flavor good. Cream too stiff.

**Caramel Marshmallow**—Marshmallow tough. Caramel good.

**Plantations**—Flavor very good. Too tough.

**Caramel**—Tastes as though a poor grade of caramel paste were used. Good texture.

**Marshmallow Fudge**—Marshmallow tough and hardly any fudge, mostly all marshmallow.

**Raspberry Cream**—Good.

**Vanilla Buttercream**—Good.

**Molasses Sponge**—Very good.

**Butterscotch**—Good texture but lacking in flavor.

**Cherry Cream**—Good.

**Coffee Cream**—Good.

**Lemon Cream**—Cream good. Flavor fair.

**Nougat**—Too dry and short. No flavor.

**Marshmallow Sprinkle**—Texture good, but lacking in flavor.

**Home Made Pieces—Lemon Cream Bonbons**—Very good.

**Pink Color Bonbons**—Center fudge. Bonbon cream had no flavor.

**Vanilla Brazil Bonbon**—Bonbon cream without flavor. Brazil good and brittle good.

**Maple Nut Topped Bonbon**—Center caramel good. Bonbon cream flavored maple.

**Plain Maple Bonbon**—Caramel center good.

**Vanilla Nut Topped Bonbon**—Center caramel good. Bonbon flavored vanilla.

**Vanilla Round Bonbon**—Cocoanut center very good. Bonbon cream very hard.

**Pecan Marshmallow**—Marsh-

mallow very good. Pecans of good flavor.

**Chocolate Nut Caramel**—Very good.

**Cocoanut Nougat**—Very good.

**Pecan Caramel Piece**—Caramel very good. Whole pecans outside.

**Brazil Marshmallow**—Marshmallow very good. Brazil nuts a little strong.

**Assortment**—Complete variety.

**Remarks**—The peppermint cream centers were too stiff and not up to standard. More care should be taken in making fondant.

The marshmallow in the caramel marshmallow piece was entirely too tough. This not being the case in the other marshmallow piece, shows that the batches are not made uniform.

The straight caramel piece did not taste good. Fresh cream can be used as these goods retail at \$1.00 a pound.

Butterscotch lacked flavor of butter and the remedy is obvious. Use enough butter to bring out the flavor.

Nougat entirely too short and dry for this class of goods. Some honey should be used for flavor.

The sprinkle marshmallow could have a better vanilla flavor.

Most bonbons lacked flavor either in the bonbon cream or center. This package creates a very favorable impression and is true to home-made traditions.

### SAMPLE B-6

#### Milk Chocolate Covered Eggs

**Box**—Seasonable, but could have a little more color.

**Packing**—Good.

**Pieces**—Four.

**Wrappers**—Very good.

**Assortment**—Cherry, Maple Walnut, Vanilla Walnut, Cocoanut.

**Coating**—Milk Chocolate.

**Color**—Good.

**Dipping**—Good.

**Shine**—Good.

**Centers—Vanilla Nut**—Flavor very good. Cream good.

**Maple Walnut**—Flavor good. Taste and color of cream good.

**Cocoanut**—Flavor a little off. Cream good.

**Cherry**—Flavor of cherry good. Cream good but flavor was very faint.

**Remarks**—This box of eggs should en-

**EDITOR'S NOTE:**—Have you, too, a home-made package? How would it come through such an examination?

If you doubt your ability to make an impartial appraisal of your own product, the Candy Clinic will be happy to assist you with a private examination along the lines of those conducted in these columns, and to furnish practical recommendations, analyses and formulas where necessary. A nominal fee will be charged for this service.

## CANDY CLINIC

joy a good sale, as the quality is excellent for goods of this class.

The cocoanut in the cocoanut eggs was slightly off in flavor. This difficulty could prob-

ably be overcome by having the cocoanut well dried out before using.

A little more flavor in the cherry egg would be advisable.

### SAMPLE JT-6

#### Assorted Chocolates, \$1.25 lb.

**Carton**—None. Suggest that one be used, as all corners of box were bent, evidently in shipping.

**Wrapper**—None. Suggest that a cellophane wrap might be used, to enhance the appearance of the package.

**Ribbon**—Too narrow. Should be wider and tied four ways instead of at one end only.

**Appearance on opening of box**—Very poor.

**Liner**—None. Suggest that a liner be used.

**Tray**—Top tray and partitions should be lined stock. Plain unlined board looks too cheap for this class of goods.

**Chocolate Coating**—Milk Chocolate—no shine, all gray. Color good. Taste, poor quality, cheap.

**Dark Coating**—This coating doesn't rate as either a good bittersweet or sweet coating. The color is too black and the taste poor. The chocolate coating on the cordial cherries tasted like licorice or burnt chocolate.

**Dipping**—Not good. Bottoms too thin. 30% of pieces leaking.

**Strokes**—Very carelessly done.

**Size of Pieces**—Good.

**Packing**—Fair. Some pieces on sides and some turned over.

**Milk Chocolate Pieces**—Fruit Cream—

Very little fruit; very little flavor. Cream too "tough" and pasty.

**Cocoanut Cream**—Flavor fair; cream pasty and tough.

**Vanilla Cream**—Entirely too hard; no flavor.

**Fudge or Parfait**—Very cheap taste.

**Nut Cream**—Nuts cut entirely too fine; flavor could not be identified.

**Brazil**—Very good.

**Cordial Cherries**—Flavor good. cordial very good.

**"Black" Chocolate Coating**—Fruit Cream—Very little fruit and cut too fine; no flavor at all; cream tough and pasty.

**Almond Cream**—No flavor; almond flavorless.

**Molasses Nut Cream**—Fair flavor; cream fair.

**Caramel**—Tough; tasted as though stale caramel paste were used.

**Rescent-shaped Creams**—Tasteless, but cream good.

**Remarks**—This is the product of a mid-west manufacturer with a quality reputation to uphold. We looked forward to the cutting of this package with a good deal of anticipation. It was a complete disappointment. Better packages are being marketed for 80c per lb.

### SAMPLE—GP-6

#### Assorted Chocolates, \$1.50 lb.

**Box, Wrapper and Ribbon**—Very neatly put up.

**Appearance on opening box**—A considerable amount of chopped nuts and chocolate distributed over goods and on mat. The goods were too loosely packed and the liner cut too narrow.

**Coating**—Milk Nut Chocolate—Taste, good. Color, good. Gloss, fair.

**Size of Pieces**—A little too large.

**Chocolate Pieces**—Nougat—Too soft and dry. Should have more of a chew. Flavor fair.

**Caramel**—Very good.

**Chip**—Very good.

**Chocolate or Fudge**—Fair. Flavor fair.

**Peanut Butter Sponge**—Good.

**Butter Pecan Creams**—Good.

Butter flavor not so good.

**Chocolate Cream or Parfait**—

Very good.

**Cocoanut Cream**—A little too dry.

**Ting-a-ling**—Very good.

**Nutted Creams**—Very good.

**Remarks**—The assortment is too limited. It would be considerably improved by the addition of a few pieces such as Apricot Jelly, Lemon Cream, Glace

Pineapple, Raspberry Fruit Cream or any other center that is tart. The coating being very rich, it should have centers which are not so rich or sweet.

The nougat could be made a little more chewy, and still further improved by using some honey for flavor.

The fudge did not have a good fudge flavor. It was more like a heavy chocolate cream. It is better to have the fudge a little "short" and not so "creamy." Suggest coating be a little thinner. The pieces examined were about 45% coating, making the goods almost too rich to eat; a 35% coating would be better. The coating contains too many nuts.

Most of the pieces are too large; 35 to 37 to the pound is about right for this class of goods.

### SAMPLE GC-6

#### Assorted Chocolates, \$1.50 lb.

**Box, Wrapper and Ribbon**—Very neatly put up.

**Appearance on opening box**—Liner too narrow; should fit snug. Goods scratched considerably owing to box being a little too high. Some pieces were turned over and some on their sides.

**Coating**—Sweet. Taste, good. Color, good. Gloss, good.

**Strokes**—Very neat.

**Size of pieces**—Good.

**Chocolate Pieces**—Fudge or Parfait—Very good.

**Strawberry**—Very good.

**Caramel**—Very good.

**Pecan Cream**—Very good.

**Strawberry Walnut Cream**—Very good.

**Ting-a-ling**—Very good.

**Cordial Pineapple**—Very good.

**Cordial Peach**—Very good.

**Chips**—Very good.

**Milk Chocolate Pieces**—Nut Clusters Very good.

**Nougat**—Flavor good, but piece too dry; ought to chew a little more.

**Almonds**—Almonds not roasted enough.

**Remarks**—This is as fine a box of chocolates as the clinic has ever examined. Each piece perfect. Care has been taken and materials used are of the best. This box is worth \$1.50 a pound and ought to be a big seller.



# Ask Me!

1. *What substance present in the human body has revolutionized the manufacture of "handroll" creams?*
2. *What is a "colloid"?*
3. *Why does moisture thicken chocolate?*
4. *What is the action of fruit pectin and invert sugar in a cream center?*
5. *Why does a fruit cream cordial?*
6. *What product of the homemade department stores best at warm temperatures?*
7. *Why does the presence of egg albumen tend to prevent the graining of cream centers?*
8. *Name two invert sugars of natural origin.*
9. *What is meant by "syrup density"?*
10. *Why is invertase referred to as a "variable-control" catalyst?*

## Answers to March Questions

1. *Name three sources of animal gelatine in common use for edible gelatine manufacture.*

ANS. Osseine, or bone stock; calfskin, and pigskin.

2. *What is the quickest and most satisfactory method of applying cocoanut, chopped nuts, chocolate "Shot," etc., to the surface of undipped marshmallows?*

ANS. By panning.

3. *Which ingredient of the marshmallow batch has undergone the most revolutionary development in grading and standardization during the past two years?*

ANS. Dried Chinese egg albumen. The selection and reclassification of ordinary "Prime" albumen into two grades, "Prime" and "Superfine," according to beating strength, has been one of the outstanding developments in the primary market. The old prime grade has been debased in the process through the removal of choice beating lots, but the finer quality of the upper grade has more than compensated for the debasement of prime.

4. *What material recently made available in commercial quantities*

*and at low price offers the confectioner greater flexibility in texture and keeping quality than any basic Raw Material heretofore available?*

ANS. Commercial dextrose, or corn sugar.

5. *Why do green Syrian Pistachios cost more to produce than yellow Pistachios?*

ANS. In order to obtain green kernels, it is necessary to pick the pistachios before the kernels are fully ripe, and hence smaller in size. As the kernel matures it becomes larger in size, but yellower in color, hence the picking of all-green kernels is greatly at the expense of weight.

7. *Is it sufficient that starch used as applied to marshmallow?*

ANS. The percentage by which

6. *What is meant by "Overrun" the volume of a given weight of marshmallow after beating exceeds its volume prior to beating; measure of the relationship between weight and volume in the finished product.*

ANS. No. A great many candy makers under-rate the functions of

the hot room by failing to dry their starch properly. Heating alone is not sufficient to drive off the moisture contained in the starch and the hot room must perform both functions adequately.

8. *How did the present Queen of Confections come to be called "Marshmallow"?*

ANS. It was from the mucilaginous substance contained in the root of the beautiful wild flower, "Marsh Mallow" (*Althaea Officinalis*), that this famous confection was first made.

9. *What condition is most essential to the storage of gelatine?*

ANS. Absolute dryness.

10. *Why are the "fines" of commercial "Prime Albumen" not as desirable as "Flake"?*

ANS. It is the custom in China to add to their product whatever "Fines" may be necessary to bring the proportions to the commercial designation of "80-20." The "Fines" which are added are not the same in quality as those which result from the normal breakage of flake, but are made from scorched lots or lots of otherwise impaired beating quality.



## MOTHER'S DAY

SOME canny critic of advertising puts it "the picture makes the prospect; the copy makes the sale." As an epigram, not bad. Measuring this Mother's Day advertisement of the National Confectioners' Association by this yardstick, what is the result? The Advertiser's belief is that the illustration plus the color here will flag the reader's attention. The copy should make the reader think of candy for Mother's Day as the remembrance-buying mood settles on him. Here is sensible, restrained copy and the Advertiser hopes every manufacturer who leans toward the tearful, mawkish, hushed-voice "mother" appeal will be influenced by it. The candy itself as illustrated here might have been improved on, it seems. It does not look enough like candy. It lacks the makes-your-mouth-water element which advertising illustrations for food products ought to possess. Nevertheless, this page makes a rather effective reminder for one of candy's gala days. Was there any particular reason, we wonder, for neglecting to tell just when Mother's Day comes?



for Happy Homes  
—around the  
table, or scattered by the  
side of the home seat—  
Sweeten the Day  
with Candy!



NATIONAL CONFECTIONERS' ASSOCIATION  
AND ALLIED INDUSTRIES

CANDY and Happiness—two magic words. Candy is not only a happy gift for Mother's Day, but it will make you happy every day. It is a wholesome combination of chocolate, sugar, creamy products and other healthful foods. Whether six or sixty, you'll find many varieties of candy for your individual case. You can buy a box or just a bite or two. Soop anywhere, anytime—every candy counter is inviting you to enjoy yourself.



## Copy Compression

THE whole story that Chuckles has to tell the purchaser probably can't be put on a single 24-sheet poster and be read by an observer forty feet away. But the sales story can be split up into several terse segments, each of which

makes an ideal piece of outdoor advertising copy. The name of the product, its price and a single descriptive phrase plus an illustration and a touch of decoration are enough to put before the man who is riding or walking past the poster board. This poster is about the same as the Chuckles car card noted by the Advertiser some months ago. Used in cities where the product has obtained wide distribution, it has helped sell Chuckles in volume by creating the quick and favorable impression that becomes a sale later on.

## The Value of Contrast

MOST car cards are as bright and full of color as a flower shop. They shout for the rider's attention until his eye seeks instinctively a spot to rest for a moment. The J. N. Collins Company offers this quiet landing field and takes advantage of the opportunity to drive home an important point about Honey Scotch. The company knows that because most of the other car cards which rub elbows with this one will be full of color, this black and white card will stand out sharply in contrast. Using one's advertising companions as a means of gaining greater display is a brand new stunt to the Advertiser and not a bad one, either. The advertising dollar buys more when some in-



## THE ADVIEWER

genious individual can think up an effective change of pace. Looking at an elevated car crowded with advertisements for fifteen or twenty minutes, one finds his gaze returning to this simple, black and white card again and again. And before long there is no question in his mind as to what Honey Scotch actually is.

### Object: Leadership

HAVING packaged that old favorite of a generation ago, licorice drops, and put them on candy counters, Mason, Au & Magenheimer are hard at it advertising this product. First of all, they gave it a distinctive name which happens to be easy to popularize because of the vogue enjoyed by two erstwhile



their posters or painted bulletins. Part of the outdoor technique may be boiled down into the words, "Make it Snappy." That is why the illustration always overshadows the copy in this medium. If the sales story isn't apparent from the illustration, it hasn't much chance of getting over to the big majority of the passersby. Here the Clark Bar is shown with a tasty sandwich and a glass of milk. By inference it's dessert rather than candy, and the scant copy points out why it will please summer appetites. The words, "under the sun-shade wrapper," plant the thought that it isn't sticky or disagreeable to handle. Taken as a whole, the poster indicates a line of advertising that the candy industry may well bear in mind in working to overcome summer sales slumps.

vaudevillians who call themselves "Two Black Crows." Black Crows are being aggressively advertised, and it is likely that imitations, when they appear, will have to start under a rather lengthy handicap. Here is a car card which is helping the public to develop the Black Crows habit. Color and an easy-to-look-at illustration make it a magnet for wandering eyes. Note how the advertiser has not strained to convince anyone here. It is reminder advertising pure and simple. Reason why copy belongs in the newspapers and magazines. On the car cards one thought at a time is a good rule to follow.

### Hot Weather Proof

USERS of outdoor advertising know that no one is going to stop expressly to read and study



### Wholesale Homemades

(Continued from page 35)

the former and helps to keep costs within reasonable bounds.

#### A Planning System "in Reverse"

Wherein does the planning system differ from the usual procedure? The homemade planning system is the wholesale system put into "reverse." Instead of "allocating" production on the basis of previous experience with the trade's seasonal requirements, it is the custom among the chain retailers of homemades to first obtain orders or "estimates" from the retail stores, then collate these orders, translate them into terms of the raw materials needed to fulfill them, and to manufacture only a small emergency surplus in excess of the orders actually in hand. The process of "guess-timating," as it has been called, is entirely foreign to the homemade method of planning. The turnover of materials and finished goods is enormously increased and the possible returns reduced to a reasonable minimum.

It is because of this intimate contact between production and sales that the planning should be done by the man personally in charge of the homemade department. He must work hand in glove with the order department, whip these hit or miss quantities into a well-ordered production plan and route them through his department on a definite time schedule. To do this economically and without a lot of needless confusion, this man must be a competent candymaker familiar with all branches of the business.

The help problem is a difficult one. A large force may be required in one part of the department for a day or two and then have to be transferred to entirely different work in another part of the department for another couple of days. It is characteristic of human nature to resist change; hence, without the exercise of tact and fairness on the part of the supervising foremen and superintendent, this inherent weakness of the homemade business might soon take on a serious aspect. Under the retail system of planning, a full working cannot be maintained in each department. Demand governs production and speeds up first one type of goods and then another.

Were we to maintain a complete crew steadily in one department, the girls would not be profitably employed 50 per cent of the time.

The success or failure of any homemade line which requires a large number of help to produce will depend to a large extent not only upon the "flexibility" of the labor supply, but upon the willingness of the help to cooperate in the many-sided activities of the homemade department.

#### Broad Responsibilities of Planning Dept.

The planning department has numerous other responsibilities in the typical homemade factory. This department must approve the condition of the finished goods before they can be allowed to be packed. It is its duty to see that there are sufficient materials on hand to take care of the following day's orders. It is one thing to run out of a thing, and another to have a crew standing around idle waiting for it to come in.

Great savings in labor costs can be effected through efficient planning, and unless you have a man who knows how to dovetail the different items into a smoothly-running and wasteless production schedule, your labor costs will mount to a point where it will no longer pay you to turn out this class of goods. You must absolutely rely on the man who *plans* your work to keep the quality *up* and the costs *down*.

Other volumes might be written concerning the selection of the proper type of retail outlet, code-dating control, and the part which the manufacturer must play in educating the retailer to the best methods of handling and displaying the homemade package so as to insure a short shelf life and a quick turnover. For the era of the wholesale homemade has just begun.

Here and there some wholesaler slyly adds one typically homemade piece to his regular assortment. As he casts an eye about to judge the effect of this revolutionary change of his, some more adventurous soul throws his hat in the ring and risks a complete assortment. Are we witnessing a transition or an experiment? Perhaps only time will tell for it is a field which promises handsome returns on the one hand, and on the other—"returns" of far less attractive omen.



